

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Meyer Industries

Idaho TechHelp

Meyer Industries Goes Global with Help from ExporTech

Client Profile:

Meyer Industries, located in Midvale, Idaho, services the world's needs for the Rodenator pest control line of products. The all-natural pest control device for burrowing animals works by injecting a mix of propane and oxygen into the animal's tunnel and when ignited instantly kills the creatures. More humane than other traps and cleaner because no chemicals are involved, The Rodenator has produced \$2.5 to \$3 million in annual sales for the company. Customers include farmers, municipalities, airports, schools, water districts, golf courses, and others who face invasive animals that can wreak havoc and can be hard to control. Meyer Industries employs 8 people.

Situation:

Forty percent of Meyer Industries' business was international, and proved to be beneficial to balance out decreases in sales in the current U.S. recession. To ensure ongoing stability for the business through future uncertain economic times, company President Ed Meyer decided to expand his exporting to additional foreign markets. Idaho TechHelp, a NIST MEP network affiliate, had worked with Meyer Industries on product design and targeted the company as one that would benefit from ExporTech, a joint program of the U.S. Commercial Service's Export Assistance Centers (USAEAC) and the Manufacturing Extension Partnership. The program brings together small groups of companies with an interest in entering or expanding sales in international markets to develop customized international business development plans.

Solution:

Meyer Industries participated in the ExporTech program provided by the Idaho District Export Council (IDEC). ExporTech helped Ed Meyer focus on the company's export potential and develop a customized Export Action Plan with the assistance of Idaho export experts. Soon after completing the class, Meyer established new distributorships in South Africa, Spain, and France, and, through the ExporTech program, established a relationship with an international law firm at ExporTech that helped the company create a solid international dealership agreement. As a result of TechHelp's assistance, Meyer joined IDEC to strengthen contacts with the exporting community and share experiences with other potential exporters.

Results:

- * Established new international customers.
- * Projected increase in international business, from 40 percent to 75 percent.

Testimonial:

"ExporTech helped to pull everything together, write a plan, and develop clear goals. The interactive approach and small class size was perfect for one-on-one discussions with the pros that they brought

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in. They enabled me to fast track my international business plan."

Ed Meyer, Owner